

### **City of Taylor Job Announcement**

Job Title: Public Information Officer

Status: Full Time Position Salary: DOQ

Open Date: February 22, 2017 Closing Date: Until filled

#### **Description:**

The City of Taylor, Texas, seeks a Public Information Officer to manage public information communications, including media relations and publicity activities to inform the public; to foster civic involvement and heighten awareness for City activities, services and programs; coordinate activities designed to provide external and internal audiences with current information regarding all aspects of City operations and services; support/lead marketing, branding and public relations activities to create and maintain a favorable public image of the City of Taylor.

#### **Qualifications:**

Bachelor's degree from accredited college or university with major course work in Business or Public Administration, Public Relations, Journalism, Social Sciences, Marketing, Communications, or a related field and 3 years increasingly responsible experience in public relations, journalism, marketing OR any equivalent combination of experience and training that provides required knowledge, skills and abilities.

#### To Apply:

A City of Taylor Application is required for this position. For a complete job description and application go to: <a href="mailto:www.taylortx.gov">www.taylortx.gov</a> Please send your application by E-mail: <a href="mailto:jobs@taylortx.gov">jobs@taylortx.gov</a> or Mail: Human Resources, City of Taylor, 400 Porter St., Taylor, Texas 76574. **Questions:** Phone: 512-352-5993.

#### **About the City of Taylor:**

Taylor, Texas is a beautiful city with a large downtown area rich with history and charm. Taylor, incorporated in 1882, boasts a dynamic cultural heritage based upon German, Polish and Czechoslovakian settlers that is still touted through our cuisine and local celebrations. Today, Taylor continues to grow and expand as part of the regional development in the Austin area.

The City of Taylor operates as a Council / Manager form of government under a Home Rule Charter originally adopted in 1914. Under the Charter, the City is governed by a five member Council with four members elected from Districts and the fifth member elected at large. The City Council appoints the City Manager to be the Chief Administrative Officer and oversees an organization of 145 full time employees and an operating budget for Fiscal Year 2016-17 for all funds of \$ 20,393,519. The City is organized into a number of departments including Police, Fire, Development Services, Public Works, Finance, Library and Public Information.

The City benefits package includes medical and dental insurance, TMRS retirement, LTD insurance as well as sick leave, vacation and holidays. Taylor is an excellent place to live and work.

The City of Taylor is an **Equal Opportunity Employer**.



#### JOB DESCRIPTION

Class No: 129 Title: Public Information Officer

Pay Group: Exec Pay Plan (E-2) EEOC Category: Professional

Date: October 3, 2016 FLSA Category: Exempt

#### **BRIEF DESCRIPTION OF THE JOB:**

Manages public information communications, which includes media relations and publicity activities to inform the public; to foster civic involvement and heighten awareness for City activities, services and programs; to coordinate activities designed to provide external and internal audiences with current information regarding all aspects of City operations and services; to support/lead marketing and public relations activities to create and maintain a favorable public image of the City of Taylor.

#### **ORGANIZATIONAL RELATIONSHIPS:**

Reports to: City Manager

Directs: No responsibility for the direction or supervision of others

Other: Has constant contact with City officials, employees, and the general

public and media contacts.

#### **ESSENTIAL DUTIES**:

This is a description of the way this job is currently performed; there is potential for accommodation.

Description of Work	Av. % of Time	Strength*	Physical Demand Code*
Assist City Manager, management and City Council members with public information matters as needed. Serve as a resource in identifying potential public relations issues and collaborate on strategic solutions.	10	L	A,B,C,D,E,F, G,H,I,Q,R,S, T
Serve as the media representative of the City with print, broadcast and online media. Serve as a spokesperson for the City in media interviews as needed. Provide media relations support to City management and Council. Maintain current media contacts database.	10	L	A,B,C,D,E,F, G,H,I,Q,R,S, T

Create and distribute news releases, web site news items, social media posts, cable channel content, video content, fact sheets, and other forms of communications to foster involvement and heighten awareness for City services, programs and initiatives.	10	L	A,B,C,D,E,F, G,H,I,Q,R,S, T
Write, edit, and coordinate the design, production, and distribution of a monthly newsletter, electronic newsletter and other City publications or communications.	10	L	B,C,D,E,F,G, H,I,Q,R,S
Manage all social media channels for the City. Coordinate social media plans, create and curate content for publishing and advise City management and Council on social media best practices. Manages the City website/content management system and mobile application. Serves as the point of contact for website changes and additions.	10	L	B,C,D,E,F,G, H,I,Q,R,S
Assist other departments with press releases, special events planning and coordination, and photography, videography and other related media activities.	5	L	A,B,C,D,E,F G,H,I,Q,R,S, T
Coordinate communications and marketing efforts of the City to include graphics, video and marketing/advertising support. Coordinate and develop marketing materials that are consistent in design quality and brand image. Serve as City liaison to Taylor Marketing Partnership.	10	L	A,B,C,D,E,F G,H,I,Q,R,S, T
Handle media relations in a crisis or emergency situation; serve as a spokesperson for the City. Provide crisis communications support for emergency management events to include print, broadcast, and electronic. Develop media key messages, talking points, press releases and Q&A for spokespersons as needed. Coordinate the emergency notification system and initiate messages as needed.	5	L	A,B,C,D,E,F G,H,I,Q,R,S, T
Collaborate with City management and Council on ways to enhance communications to public officials. Attend and represent the City at community functions, open house and community meetings, civic organizations, and governmental groups; prepare and present presentations regarding assigned public education programs.	10	L	A,B,C,D,E,F G,H,I,Q,R,S, T
Develop and manage the budget for marketing, public relations activities, communications and advertising for the City with close collaboration of City management.	10	L	A,B,C,D,E,F, G,H,I,Q,R,S
Counsel management, staff and City Council on communications strategies and issues management. Provide communications and media relations support to City management and Council, including coordinating communications /marketing plans, key messages, talking points, media Q&A, writing columns, letters and speeches and planning and	10	L	A,B,C,D,E,F, G,H,I,Q,R,S, T

hosting press conference events. Support internal communication programs.			
Attends conferences, trainings, and meetings to stay current with best practices in public information and learn new skills. Monitor media outlets on daily basis.	10	L	A,B,C,D,E,F, G,H,I,Q,R,S, T
Performs all job duties according to all approved safety rules and procedures.	Constant	L	ALL CODES
Performs such other professional or administrative duties as may be assigned by the City Manager.	As Required	L	ALL CODES
Provides quality customer service to city staff, the general public, and all other work contacts.	Constant	N/A	N/A

See Physical Demands portion of job description for key to codes.

### **PHYSICAL DEMANDS:**

<ol> <li>Overall Strength I</li> </ol>	Demand
Sedentary _ <u>X</u> _	Light to MediumHeavy Very Heavy
2. Frequency for e	each physical demand listed in Essential Duties:
F C. Walking F D. Lifting	FG.ReachingRL.CrawlingCQ.VisionCH.HandlingOM.BendingCR.HearingCI.Fine DexterityON.TwistingCS.TalkingRJ.KneelingRO.ClimbingFT.Foot Control
F E. Carrying F F. Pushing/Pu	R K. Crouching R P. Balancing U. Other Illing

C-Continuously, F-Frequently, O-Occasionally; R-Rarely

### 3. Description of Physical Demand

Physical Demand	Description
SITTING	Primary work position for most tasks; to attend meetings; to drive short and long distances.
STANDING/WALKING	To communicate with staff in all Divisions: to obtain information; to deliver speeches and/or make presentations; to attend and /or conduct meetings; to make observations and/or to meet with citizens around the City.
HEARING/TALKING	To communicate with a wide variety of people including, but not limited to, citizens, City staff, City Council, members of boards and commissions, business leaders, community groups, representatives of all levels and types of governmental entities and the media.
HANDLING/FINE DEXTERITY	To complete all paper and computer work; to make notes during meetings; to draw or write visual aids while conducting meetings; to operate telephone, calculator, copier and other office equipment; to operate camera and video equipment; to operate vehicle.
VISION	To read; to write; to drive; to conduct/facilitate meetings; to attend

	professional workshops.
LIFTING/CARRYING	Bound documents; manuals; reference materials; camera/video equipment.
PUSHING/PULLING	File cabinet drawers (up to 30-lbs. exertion for large cabinets, usually 5 to 10-lbs. exertion); tables, chairs and other items while setting up for special events.
KNEELING/ CROUCHING/ BENDING	To access low file cabinet drawers and storage shelves; to assist in setting up for special events; to observe housing rehabilitation projects.
REACHING	To assist in setting up for special events (i.e. hang banners, assemble booths, etc.).
CLIMBING/BALANCING	To assist in setting up for events; to observe housing rehabilitation projects.
FOOT CONTROL	To drive to numerous meetings in a wide variety of locations.

#### **NON-PHYSICAL DEMANDS:**

time pressures	O_noisy/distracting environment
F _emergency situations	F _ tedious exacting work situation
F_irregular schedule/overtime	F working closely with others as part of a team
R_danger/physical abuse	F performing multiple tasks simultaneously
F frequent change of tasks	other (describe below)
O varying periods of idle time	interspersed with emergencies requiring intense
concentration	

C-CONSTANTLY (2/3 or more of the time), F-FREQUENTLY (1/3 TO 2/3 of the time), O-OCCASIONALLY (up to 1/3 of the time), R-RARELY (Less than 1 hour per week)

#### **EQUIPMENT, MACHINES, TOOLS, AND WORK AIDS:**

Computer, cell phone, typewriter, office equipment (copiers, fax, phone, etc.), service vehicles for travel, camera, video and sound equipment, calculator, word processing and graphic programs.

#### **ENVIRONMENTAL FACTORS AND SAFETY HAZARDS:**

Occasional exposure to weather extremes. Frequent contact with the public.

#### **KNOWLEDGE /SKILLS/ABILITIES:**

Ability to operate a computer; ability to communicate effectively, both verbally and in writing; establish and maintain effective working relationships; ability to understand government theories and operations; knowledge of PC, word-processing and database programs; ability to deliver public presentations; ability to work efficiently without direct supervision.

Reading:	Reads and comprehends materials related to Public Administration, City Management and policy/procedural analysis. Reads and interprets governmental data including legal guidelines for municipalities. Reads and understands a wide variety of news articles and information about City programs and initiatives.
Writing:	Writes and edits news releases, newsletters, website copy, scripts, reports, advertising copy, brochures, letters to the editor, and other forms of written communication.
Math:	Performs mathematical calculations pertaining to financial and budgetary

	concerns including cost expenditures and project analysis.
Reasoning:	Ability to analyze situations and adopt a quick, effective and reasonable course
	of action. Ability to evaluate demographics and statistics
Advanced	Knowledge of municipal government policies and regulations; knowledge of
Theoretical	grant requisition and administration; knowledge of best practices in mediated
Knowledge	communication and e-government.

#### ACCEPTABLE EXPERIENCE AND TRAINING:

Bachelors degree from an accredited college or university with major course work in Business Administration, Public Administration, Public Relations, Journalism, Social Sciences, Marketing, Communications, or a related field and three years of increasingly responsible experience in public relations, journalism or marketing OR any equivalent combination of experience and training that provides the required knowledge, skills and abilities.

CERTIFICATES/LICENSES REQUIRED: Valid Texas driver's license.

### Signature:

I acknowledge that I have read and understand the duties and demands required of this position and further affirm that I can perform them as described with or without accommodations. This job description does not constitute an employment agreement and is subject to change as deemed appropriate by the City of Taylor.

Applicant or Employee:		
Printed Name	Signature	 Date



**PERSONAL DATA** 

# CITY OF TAYLOR APPLICATION FOR EMPLOYMENT

An Equal Opportunity/Affirmative Action Employer

400 Porter Street, Taylor, Texas 76574 ....

Phone: (512)352-5993 www.taylortx.gov

If you need assistance in completing this employment application, please inquire at the Human Resources Office. The City conducts pre-employment qualification testing and personal interviews in the application process. If you believe you will require reasonable accommodations (e.g., interpreter, TDD, scheduling adjustments) in the application process, please inform the Human Resources Office in writing when you submit your application.

			FOR OFFIC	E USE ONLY
(LAST NAME)	(FIRST NAME)	(INITIAL)	Received	Ltr sent
			Refs chkd	Bkgd ck
(STREET ADDRESS, RFD, P.	O. BOX)		Interview	Hired
(CITY)	(STATE)	(ZIP CODE)		
Phone Numbers:()		Social Security Number_		
Email Address:	P	osition(s) Applied for		
Date you would be availab	ole to start work?		_	
Check type of work you ar	re seeking:	ılar     Temporary	☐ Part time	☐ Full time
Have you ever filed an app	olication with the City of T	Taylor before? ☐ Yes ☐	No If yes	s, when?
Have you ever been emplo	oyed here before?	□ Yes □ No	If yes, when	?
Are you related to any per If yes, list name and relation				_
Minimum Salary Requesti	ng \$per			
Name of School Attended	City/State	Dates Attended From To		oloma or Degree eived

**SKILLS:** List any additional special skills you may have (computer software, special equipment, languages, etc.)

**EMPLOYMENT EXPERIENCE:** List each position held. Start with your present or most recent assignment and work backward. If you need additional space, please continue on a separate sheet of paper. Attach additional sheets or resume if needed. May we contact your present employer?  $\square$  Yes  $\square$  No Employer **Employed From:** To: **Employer Address** Starting salary **Ending Salary** Job Title Supervisor and Phone no. **Summary of job duties** Reason for leaving **Employer Employed From:** To: **Employer Address Starting salary Ending Salary** Job Title Supervisor and Phone no. Summary of job duties Reason for leaving Employer **Employed From:** To: **Employer Address** Starting salary **Ending Salary** Job Title Supervisor and Phone no. Summary of job duties Reason for leaving

Employer	Employed From:	То:
Employer Address	Starting salary	Ending Salary
Job Title	Supervisor and Phone no.	
Summary of job duties	Reason for leaving	
Employer	Employed From:	То:
Employer Address	Starting salary	Ending Salary
Job Title	Supervisor and Phone no.	
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Employer	Employed Enoma	To
Employer	Employed From:	То:
Employer Address	Employed From: Starting salary	To: Ending Salary
Employer Address	Starting salary	
Employer Address  Job Title	Starting salary  Supervisor and Phone no.	
Employer Address  Job Title  Summary of job duties	Starting salary  Supervisor and Phone no.  Reason for leaving	Ending Salary
Employer Address  Job Title	Starting salary  Supervisor and Phone no.	
Employer Address  Job Title  Summary of job duties	Starting salary  Supervisor and Phone no.  Reason for leaving	Ending Salary
Employer Address  Job Title  Summary of job duties  Employer	Starting salary  Supervisor and Phone no.  Reason for leaving  Employed From:	Ending Salary  To:
Employer Address  Job Title  Summary of job duties  Employer  Employer  Employer Address	Starting salary  Supervisor and Phone no.  Reason for leaving  Employed From:  Starting salary	Ending Salary  To:
Employer Address  Job Title  Summary of job duties  Employer  Employer Address  Job Title	Starting salary  Supervisor and Phone no.  Reason for leaving  Employed From:  Starting salary  Supervisor and Phone no.	Ending Salary  To:

•	been convicted or	f a felony, mis	sdemeanor, or a	any other crime	or been the subject of deferred
adjudication?	□ Yes	□ No	If yes, give det	ails below.	
applying require for employmer	res the operation of	of a motor veh ment or an on	nicle. Conviction	on will not resu qualify you.  Th	ne position for which you are It in your automatic disqualification ne seriousness of the crime, the date ed.)
Date of Offense	Type of	Level and Degree of Offense			Court Disposition (Convicted, Deferred Adjudication)
Month/Year	Offense	Felony	Misdemeanor	Other Crime	
Do you have a	current Texas Dri	ver's License	? □ Yes	□ <b>No</b> I	icense #
Do you have a Type of licenso					icense #

**REFERENCES:** List three persons not related to you who are qualified to describe your capabilities for the position you seek.

NAME	ADDRESS	PHONE	OCCUPATION	
AUTHORIZATION FOR RELEASE OF INFORMATION: I certify that the statements and information contained herein are true, complete and correct to the best of my knowledge and I authorize any former employer to release to an authorized representative of the City of Taylor any and all employment records or other information it may have about my employment. I understand that the information will be used for the purpose of evaluating my application for employment and that I am responsible for providing legal documents and verifying my identity and eligibility for employment. In addition, I understand that if selected for an interview, true copies of all degrees, certificates or licenses listed on this application will be required before an offer of employment can be made. A photocopy of this authorization shall be as valid as the original.				
I certify that all the information provided by me in connection with my application, whether on this document or not, is true and complete, and I understand that any misstatement, falsification, or omission of information shall be grounds for refusal to hire or, if hired, termination.				
I understand that the City of Taylor may check with the Texas Department of Public Safety and/or the Federal Bureau of Investigation for any criminal history in accordance with job requirements.				
I understand that offers of emplo	yment are conditioned upon my passing a	Drug Screening.		
I understand that if hired, my employment would be for no definite period of time and may, regardless of the date of payment of my wages or salary, be terminated at any time. All information is subject to verification and that intentional misrepresentation on my application or during the interview process will subject me to immediate discharge. The City of Taylor is an "at-will" employer and only written representations of offers made by the City of Taylor will be enforceable.				

Date:\_\_\_\_\_

Signature of Applicant:\_\_\_\_\_



## CITY OF TAYLOR APPLICATION FOR EMPLOYMENT

An Equal Opportunity/Affirmative Action Employer

**400 Porter Street, Taylor, Texas 76574**Phone: (512)352-5993
www.taylortx.gov

#### EEOC STATISTICAL DATA FORM

#### Dear Applicant:

Our commitment to a policy of providing equal employment opportunities to all applicants without regard to race, color, disability, religion, age, sex or national origin requires that certain information on all job applicants be gathered and maintained for statistical purposes only. Completion of this form is voluntary on your part and will not affect your opportunity for employment with us. However, to fulfill our commitment, we would appreciate your supplying the information requested below.

<u>PLEASE NOTE</u>: The information requested on this form will be used for <u>statistical reporting purposes only</u>. It will be separated from your application form and will not be used in any way in evaluating your qualifications for employment, nor will it become part of your personnel file if you are hired.

**INSTRUCTIONS:** Please check the box corresponding to the correct response(s) in each of the categories below

ociow.			
SEX	Male Female		$\frac{AGE}{\Box} \text{ (in years)}$ $\frac{\Box}{\Box} \text{ Under 40}$ $\frac{\Box}{\Box} \text{ 40 and above}$
RACIA	AL/ETHNIC GROUP	HOW	/ DID YOU FIND OUT ABOUT THE JOB?
	Caucasian (Not of Hispanic Origin)		Posted Job Announcement in:
	Black (Not of Hispanic Origin)		Texas Employment Commission
	Hispanic Origin		Current Employee
	Asian or Pacific Islander		Friend
	American Indian or Alaskan Native		Newspaper(Name)
			Just walked in
			Other (specify)
DISA	BILITY		
Do y	ou have a disability?	□ No	
(A disability is described as: 1) physical or mental impairment which substantially limits a major life activity; 2) previous record of such an impairment; or 3) being regarded as having such an impairment.)			



## CITY OF TAYLOR APPLICATION FOR EMPLOYMENT

An Equal Opportunity/Affirmative Action Employer

400 Porter Street, Taylor, Texas 76574 Phone: (512)352-5993 www.taylortx.gov

#### **Authorization for Release of Information**

I hereby authorize any investigator or duly accredited representative of the City of Taylor bearing this release to obtain any information from schools, residential management agents, employers, criminal justice agencies, or individuals, relating to my activities. This information may include, but is not limited to, academic, residential, achievement, performance, attendance, personal history, disciplinary, and conviction records. I hereby direct you to release such information upon request of the bearer. I understand that the information released is for official use by the City of Taylor and may be disclosed to such third parties as necessary in the fulfillment of official responsibilities.

Written inquiries about criminal convictions will not automatically disqualify an applicant for a particular job and the type and seriousness of the crime, the frequency of violations, the applicants age at the time of conviction, the date of conviction, and the applicant's entire work and educational history will be considered.

I hereby release any individual, including record custodians, from any and all liability for damages of whatever kind or nature which may at any time result to me on account of compliance, or any attempts to comply, with this authorization.

Applicant's name (Print or Type)	Date
Applicant's signature	Social Security Number
Address	Phone



## CITY OF TAYLOR APPLICATION FOR EMPLOYMENT

An Equal Opportunity/Affirmative Action Employer

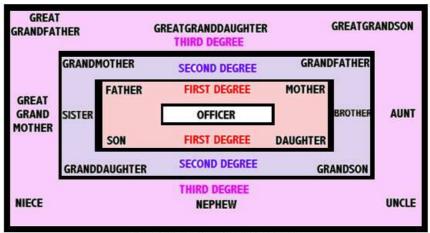
400 Porter Street, Taylor, Texas 76574

Phone: (512)352-5993 www.taylortx.gov

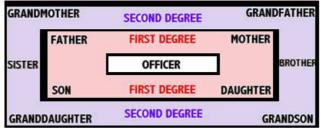
#### NEPOTISM CERTIFICATION

Applicant's Name
Position(s) Applying For:
No person may be employed by the City of Taylor who is related within the second degree of affinity (marriage) or within the third degree of consanguinity (blood) to any member of the City Council, City Manager or to any employee who would supervise his or her job performance. (See the chart below.)
Are you or your spouse related by blood to any of the above parties or to your prospective supervisor in any way? $\Box$ Yes $\Box$ No $\Box$ If yes, please explain

#### **Nepotism Charts**



CONSANGUINITY KINSHIP CHART



**AFFINITY KINSHIP CHART** 

 Spouses of relatives within the first or second degree of consanguinity (e.g., son-in-law, mother-in-law, brother-in-law, etc.) are also included in the prohibition.

Signature	Date
6 —————————————	

## **DPS** Computerized Criminal History (CCH) Verification

(AGENCY COPY)

I,, acknown	, acknowledge that a Computerized Criminal				
APPLICANT or EMPLOYEE NAME (Please print)					
History (CCH) check will be performed by accessing the Texas Department of Public Safety Secure					
Website and will be based on <u>name and DOB</u> identifiers I supply. (This is not a consent form.) Authority					
for this agency to access an individual's criminal history	data may be found in Texas Government	Code			
411; Subchapter F.					
Name-based information is not an exact search a	and only fingerprint record searches repr	esent			
true identification to criminal history, therefore the organic	zation conducting the criminal history che	eck is			
not allowed to discuss with me any criminal history record	d information obtained using this method	. The			
agency may request that I have a fingerprint search perfe	formed to clear any misidentification base	ed on			
the result of the <u>name and DOB</u> search. Once this p	process is completed the information or	n my			
fingerprint criminal history record may be discussed with	me.				
In order to complete the process I must make a	n appointment with the Fingerprint Appl	licant			
Services of Texas (FAST) as instructed online at www	w.txdps.state.tx.us /Crime Records/Revie	ew of			
Personal Criminal History or by calling the DPS Program	n Vendor at 1-888-467-2080, submit a ful	l and			
complete set of fingerprints, request a copy be sent to the	agency listed below, and pay a fee of \$24.	.95 to			
the fingerprinting services company.					
(This copy must remain on file by your agen	cy. Required for future DPS Audi	ts)			
Signature of Applicant or Employee	Please:				
Check and Initial each Applicab		e			
Date	CCH Report Printed:				
CITY OF TAYLOR		initia1			
Agency Name (Please print)					
KIM PETERSON	Purpose of CCH:				
Agency Representative Name (Please print)	Empl Vol/Contractor	initial			
	Date Printed:	initial			
Signature of Agency Representative	Destroyed Date:	initial			
	Retain in your files				
Date					